



## The Sanrio invasion establishes a new beachhead at the Holiday Inn

All those cute little creatures that adorn a huge variety of school supplies and grown-up accessories invaded the shopping lobby of the Holiday Inn on Palm Beach on Friday afternoon with the official opening of “Sanrio 2.” The original shop can be found on the Avenida Milo Croes on the outskirts of Oranjestad.

Hello Kitty, Chococat, Badtz-Maru, Chi-Chai Monchan, and Cinnamorol can all be found occupying the shelves of the cozy little shop run by Glenda and Erwin Noel, the only official distributors of authentic Sanrio items on Aruba. Traveling to the island for the occasion was International Sales Manager for the Caribbean and Latin America, Kathy Ann Kieffer, who commented that it is “always a pleasure to attend such an event, particularly in Aruba.” Donna Udon, a regular island visitor for the last twenty years and owner of a timeshare at Playa Linda Resort, anxiously awaited the official cutting of the ribbon. She was eager to buy a Sanrio item as an Aruban souvenir gift for her granddaughter “who has a room that is totally devoted to “Hello Kitty” from bedspread to schoolbags, she is crazy the character,” she declared, and so became Glenda’s first customer.

Shoppers can go crazy for the cuteness seven days a week in the lobby of the Holiday Inn!